



Niche Market Development

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Energy Supply and Industry Branch

Overview

- Definition
- Screening
- Development
- Experience
- Opportunities for Partners

Niche Markets

- Are:
 - Industries or sectors that can use CHP and deliver significant emissions benefits
 - Combination of factors offer potential success
 - Offer potential for project replication
 - May be region, state, or territory specific
- Our objective:
 - Address barriers
 - Identify prospects & engage partners
 - Direct project support to partners
 - Meet our mid/long term goals

Market Evaluation

- Info gathering
 - Data bases/analyses
 - Field and partner experience/intelligence
 - State opportunities
- Screening
 - Technical, economic, emissions potential (MW/CO₂ estimate)
 - Drivers, incentives, disincentives
 - Regional/local factors

Screening Factors

- Technical and economic feasibility
- Stable/growing sector
- Energy costs significant
- Some experience with CHP
- Significant CHP potential remains
- Incentives exist or can be identified
- Disincentives can be addressed/balanced
- Partner interest and support
- DOE/RAC interest and support

Development

- Identify
 - Drivers and incentives
 - Solutions to disincentives
 - Key stakeholders
 - Energy users
 - Associations
 - Developers
 - State officers/regulators
 - Messages
- Develop educational/sales material

Development

- Outreach and education
 - Recruit and meet with key state offices (commerce, energy, environmental, utility)
 - Recruit providers/developers in the market
 - Industry associations
 - Energy users
- Identify project prospects
- Network partners with prospects
- Offer project support
- Recognize and publicize success

Experience in the Ethanol Market

- Determined technical and economic potential
- Evaluated ethanol industry's
 - Growth + energy costs
 - Experience with chp/penetration
- Identified
 - Drivers
 - Incentives - farm bill, MTBE ban, local factors
 - Disincentives and potential solutions (VOC)
 - Key supporters and partners

Experience in the Ethanol Market

- Engaged
 - Key partners in the industry
 - All Midwestern States
 - Industry Associations
- Education and Outreach
 - Briefed Iowa, Wisconsin, Minnesota
 - Briefed Governor's Ethanol Coalition
 - Ethanol CHP workshop with Iowa and DOE's Midwest CHP Application Center
 - Presenting at national ethanol conference
 - Preparing for workshops in other states

Progress and Opportunities in the Ethanol Market

- Ethanol industry aware of CHP options and potential benefits
- Midwestern States are CHP partners and supporters, other states interested
- Fact sheets and case studies on ethanol plants with CHP
- Multiple CHP Partners engaged
- Energy Star CHP Award presented to Russell Plant
- Exploring opportunity for CHP with 5-7 ethanol plants

Other Opportunities for our Partners

- Waste water treatment facilities
- Food processing
- Biomass CHP projects in MW/W
- Landfill gas CHP
- Utilities adopting CHP
- DOD energy projects

Partner Assignment

- Currently working with three partners to develop/expand niche markets
- Can maximize resources coordinating with partners on your Key targeted markets
 - Please identify markets where we could assist you
 - Contact us by July 15

To work with us on markets

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